

Orbitel CPaaS Communication Proposal

Secure | Scalable | Compliant | Intelligent
SMS | Voice | WhatsApp | RCS | Email

Introduction



99.99% Uptime &
24*7 Support

Unified API for
multi-channel
messaging

Scalable
infrastructure for
enterprise use

Intelligent routing
and delivery
insights

Orbitel provides enterprise-grade Communications Platform as a Service (**CPaaS**) infrastructure enabling scalable, secure, and regulation-compliant communication across multiple channels. The unified API-driven platform supports mission-critical workflows including transactional, notifications, OTP authentication, marketing campaigns, conversational engagement, voice automation, whatsapp, and rich media messaging. With 99.99% uptime, intelligent routing logic, redundant operator connectivity, and real-time analytics dashboards, **Orbitel** ensures operational reliability and measurable business performance. Our objective is to position communication as a strategic growth driver rather than a backend operational function. Industries served include **FinTech, E-commerce, Retail, Healthcare, EdTech, Logistics, and SaaS enterprises, etc.**

Product Portfolio



Send bulk promotional or transactional **SMS**, notification, customer support, feedback, authentication with real-time tracking

IVR, outbound calling, call patching, missed call, and real-time analytics, lead generation, and automated calling workflows



Send alerts, updates, and interactive messages with buttons and media through **whatsapp**. Ideal for customer support, notifications, etc.



Deliver interactive and branded messages through **RCS**, ideal for promotions, customer engagement, and modern mobile marketing.



Business Context & Strategic Imperative

- Modern enterprises rely on secure and real-time communication infrastructure to maintain customer trust, transaction reliability, and engagement performance.
- Authentication failures, message latency, and compliance risks directly impact revenue, retention, and brand credibility.
- A fragmented communication ecosystem increases cost, reduces visibility, and creates operational vulnerabilities.
- Orbitel centralizes communication under one intelligent infrastructure, providing unified control, performance optimization, and regulatory compliance alignment.

SMS Business Messaging

Orbitel's Transactional **SMS** service enables businesses to send time-sensitive, critical messages to customers with instant delivery and high reliability. These messages include order confirmations, account alerts, payment updates, and more.



OTP SMS

Orbitel's **OTP** (One-Time Password) SMS service enables businesses to deliver secure, time-sensitive authentication codes to users in real-time. It's the fastest and most reliable way to verify identities, authorize transactions, and secure user access across mobile and web platforms.



 High Throughput

 Delivery Reports

 Secure & Compliant

 Local DLT support for compliance

 Scalable for startups to enterprises

 Instant Delivery

 DND Delivery

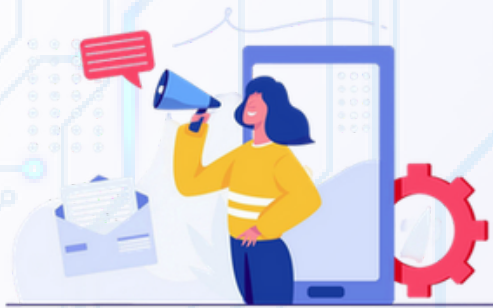
 Auto-Retry Mechanism

 Easy Integration:

 Real-Time Reports

Promotional SMS

Orbitel's **Promotional** SMS service helps businesses reach a wider audience instantly with bulk marketing messages for offers, discounts, product launches, and brand promotions. It's a high-impact, cost-effective way to boost engagement and drive conversions.



-  High-Volume Messaging
-  Targeted Campaigns
-  Time-Based Scheduling
-  Smart Delivery Routes
-  Performance Analytics

API Service

Orbitel's **SMS API** empowers businesses to send, receive, and manage SMS messages programmatically—integrating seamlessly into your applications, websites, and systems for both transactional and promotional messaging.



-  Simple RESTful API
-  Global Coverage
-  Unicode & Language Support
-  Dashboard Access
-  SMS Scheduling

COMMERCIALS



Transactional

0.14(INR)/credit

- ◆ 1 Credit - 160 character (English) and 70 Character (other language)
- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ GST Excluded



Promotional

0.14(INR)/credit

- ◆ 1 Credit - 160 character (English) and 70 Character (other language)
- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ GST Excluded



Authentication (OTP)

0.15(INR)/credit

- ◆ Within 10 sec delivery
- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ 1 Credit - 160 character (English) and 70 Character (other language)
- ◆ GST Excluded

Voice Business Messaging

Outbound Dialing (OBD)

Orbitel's **OBD** service Pre-recorded or dynamic messages sent to users. Used in promotions, appointment reminders, payment alerts, etc..



-  Bulk Voice Broadcasts
-  Custom Voice Support
-  Content Marketing
-  Real-Time Call Reports
-  Retry Mechanism

Interactive Voice Response(IVR)

Orbitel's **IVR** (Interactive Voice Response) service helps businesses automate and streamline voice interactions with customers using a smart, menu-driven phone system.



-  Multi-Level IVR Menus
-  Intelligent Call Routing
-  Custom Voice Prompts
-  Call Scheduling & Time-Based Routing
-  Real-Time Call Analytics

Missed call Services

Orbitel's **Missed Call** Solution is a simple, cost-effective, and zero-cost-to-customer engagement tool. It allows businesses to collect leads, trigger automated actions (like SMS or call-backs), verify users, and measure campaign performance—all with a single missed call.



No Cost to Users



Instant Call Capture



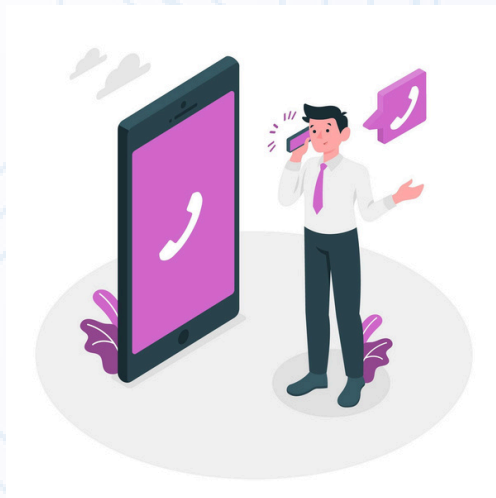
Automated Workflows



SMS Integration



Real-Time Analytics



Toll Free Number Services

Orbitel's **Toll-Free** Number service (1800-series numbers) allows your customers to reach your business absolutely free of cost, improving accessibility, trust, and brand reputation.



1800-Series Numbers



Multi-Channel Support



Call Forwarding & Failover



Call Routing & Agent Mapping



Pan-India Reach



COMMERCIALS



15 Sec Pulse

0.10(INR)/pulse

- ◆ Automated Voice response systems to resolve queries
- ◆ GST Excluded

- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ 1 pulse - 15sec



30 Sec Pulse

0.18(INR)/pulse

- ◆ Customers call and receive status via voice updated
- ◆ GST Excluded

- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ 1 pulse - 30sec



Missed Call

999/DID/Month

- ◆ Customers call and receive status via voice updated
- ◆ GST Excluded

- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ 299 Per Channel(min-100)



Toll-Free

18,000 Annually

- ◆ Toll-free marketing campaigns
- ◆ GST Excluded

- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ Rs. 12,000 Minutes free

WhatsApp Business Messaging

Marketing

Orbitel's WhatsApp **Marketing** conversations relate to your business, products, or services. These include offers and promos, related product suggestions, abandoned cart messages, or any conversation that doesn't qualify as authentication or utility.



-  Verified Business Messaging
-  Pre-approved Message Templates
-  Personalization & Automation
-  Seamless API Integration

Utility

Orbitel's WhatsApp **Utility** Messaging enables businesses to send essential, real-time, non-promotional updates directly to their customers through the official WhatsApp Business API.



-  Instant Message Delivery
-  WhatsApp Template Messaging
-  Message Tracking
-  Seamless API Integration

Authentication

Orbitel's **Authentication** Suite provides secure, scalable, and multi-channel solutions to verify user identities, authorize transactions, and protect customer accounts.



-  Global Coverage
-  Custom Validity & Retry Logic
-  Real-Time Delivery Reports
-  Payment and transaction approval

Services

Orbitel's WhatsApp **Service** conversations are initiated by users; these are typically about resolving customer enquiries. Businesses can respond within the 24-hour customer service window.



-  Two-Way Chat Support
-  Read & Delivery Tracking
-  WhatsApp Template Messaging
-  Easy API Integration

COMMERCIALS



Marketing

0.90(INR)/message

- ◆ Boosts user trust and credibility
- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ GST Excluded
- ◆ Panel Rental- 2,999/month



Utility & Authentication

0.15(INR)/message

- ◆ OTPs and Alerts
- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ GST Excluded
- ◆ Panel Rental- 2,999/month



Service

Free of cost

- ◆ Personalized content based on user location or preference
- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ GST Excluded
- ◆ Panel Rental- 2,999/month



Chatbot

Rs.4,999/month

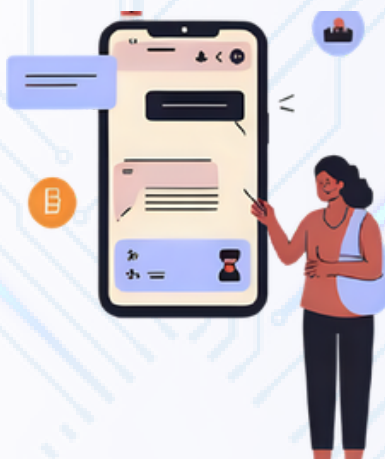
- ◆ Enable conversation flows with users
- ◆ Forward volumetric discounts are applied based on usage volume
- ◆ GST Excluded

RCS Business Messaging

Text & Media

Orbitel's **RCS** Messaging Service takes customer engagement beyond traditional SMS by offering rich, interactive, app-like experiences directly within the native messaging app. RCS enables businesses to send branded, verified messages with **text, images, videos, carousels, buttons, and more**—without needing users to install a separate app.

-  Branded Business Profiles
-  Verified Sender with Google RCS
- Two-way
↔ communication



COMMERCIALS

	Transactional	✦ 0.18(INR)/message
	Promotional	✦ 0.32(INR)/message
✦ Product launches & visual campaigns	✦ Forward volumetric discounts are applied based on usage volume	
✦ GST Excluded		

Email Solutions

Transactional

Transactional emails are automated, system-generated emails that are triggered by a specific user action or business process. These emails contain critical, time-sensitive information directly related to a user's interaction with a company's platform, product, or service.



-  Highly personalized
-  Higher open & conversion rates
- Professional brand presentation
- 

Promotional

Promotional emails are marketing-driven communications sent to a group of subscribers with the objective of promoting products, services, offers, or brand messaging. These emails are campaign-based and are designed to generate engagement, leads, conversions, and revenue.



-  Verified Sender Authentication
-  Marketing-driven
-  Requires unsubscribe option

COMMERCIALS



Transactional

0.07(INR)/email

- ◆ Trigger-based
- ◆ High deliverability requirement
- ◆ GST Excluded
- ◆ Time-sensitive



Promotional

0.06(INR)/email

- ◆ Bulk sending
- ◆ Marketing-driven
- ◆ GST Excluded
- ◆ Designed for engagement & conversion

Client Onboarding



1 Initial Consultation

- We schedule a meeting to discuss your goals, needs, and expectations.

2 Proposal Presentation

- We present our tailored proposal, including pricing and project details.

3 Project Kickoff

- Once you approve the proposal, we initiate the project, assigning a dedicated team.

4 Regular Updates

- We provide regular progress updates and milestones.

5 Project Completion

- Upon project completion, we conduct thorough testing and hand over all deliverables.

6 Ongoing Support

- We offer post-launch support and assistance as needed.

www.orbitel.in

Contact Us

Let's Connect

We would be pleased to discuss your requirements and provide a customized solution tailored to your business objectives.

For inquiries, quotations, or a detailed consultation regarding our services, please contact our team.

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Thank you for considering Orbitel as your communication partner.